THE 1997 BUICKS



Park Avenue



PAGE 2

The all-new Park Avenue succeeds, magnificently, in blending comfort, graceful beauty and assuring response.

Riviera



PAGE 6

One of the most exquisite blends of personal luxury, dramatic design and assertive performance on the roads of America.

Regal



PAGE 10

Sophisticated styling, premium performance, and family roominess are all built in to the Regal owner experience.

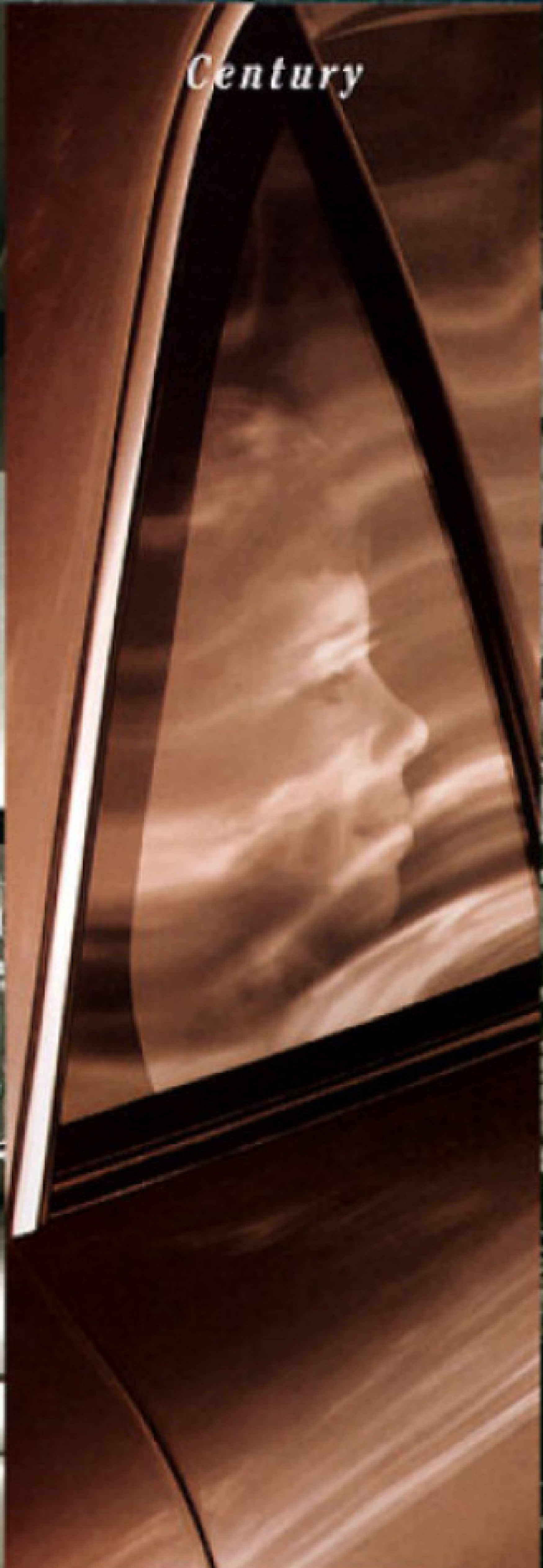
LeSabre



PAGE 14

Peace of mind and enjoying life to the fullest attract LeSabre owners to America's most popular full-size premium automobile.

Century



PAGE 18

The all-new Century is the smart choice for those who want to relax into a spacious, premium quality, lasting value.

Skylark



PAGE 22

Skylark owners may rest assured their choice of Buick is the best standard-equipped car in its class — premium in everything but price.



The Park Avenue

Reflecting the sunset of a successful day, the stunning, *all-new* Park Avenue calmly projects *uncompromising* standards. Those inside enjoy increased roominess, rich appointments and a *hushed*



interior. Right things made the right way move a certain kind of person, and Park Avenue, with its *strong* integral body and surplus of power moves him or her smoothly, assuredly. Linens at table, a quiet piano, delighted laughter; all are somehow *harmonious* with Park Avenue's uncomplicated elegance.

Park Avenue owners prize spaciousness, rich accommodations and a smooth, comfortable ride. All these award-winning attributes have been enhanced in the new Park Avenue. There's more room for passengers and more Personal Choice features like sound system and climate control settings that automatically adjust the way you like them, when your key fob is used to unlock the door.



The refinements can even be felt in the independent front and rear suspension that minimizes the transfer of road vibration to the passenger compartment. The 1997 Park Avenue: comfort without compromise.



A sophisticated chassis and suspension system optimizes ride and handling through careful tuning.



The Riviera

Since its *spectacular* reintroduction in 1995, Riviera has become the personal luxury coupe of choice for *expressive* individuals whose lives are sources of inspiration to their peers. They would no more



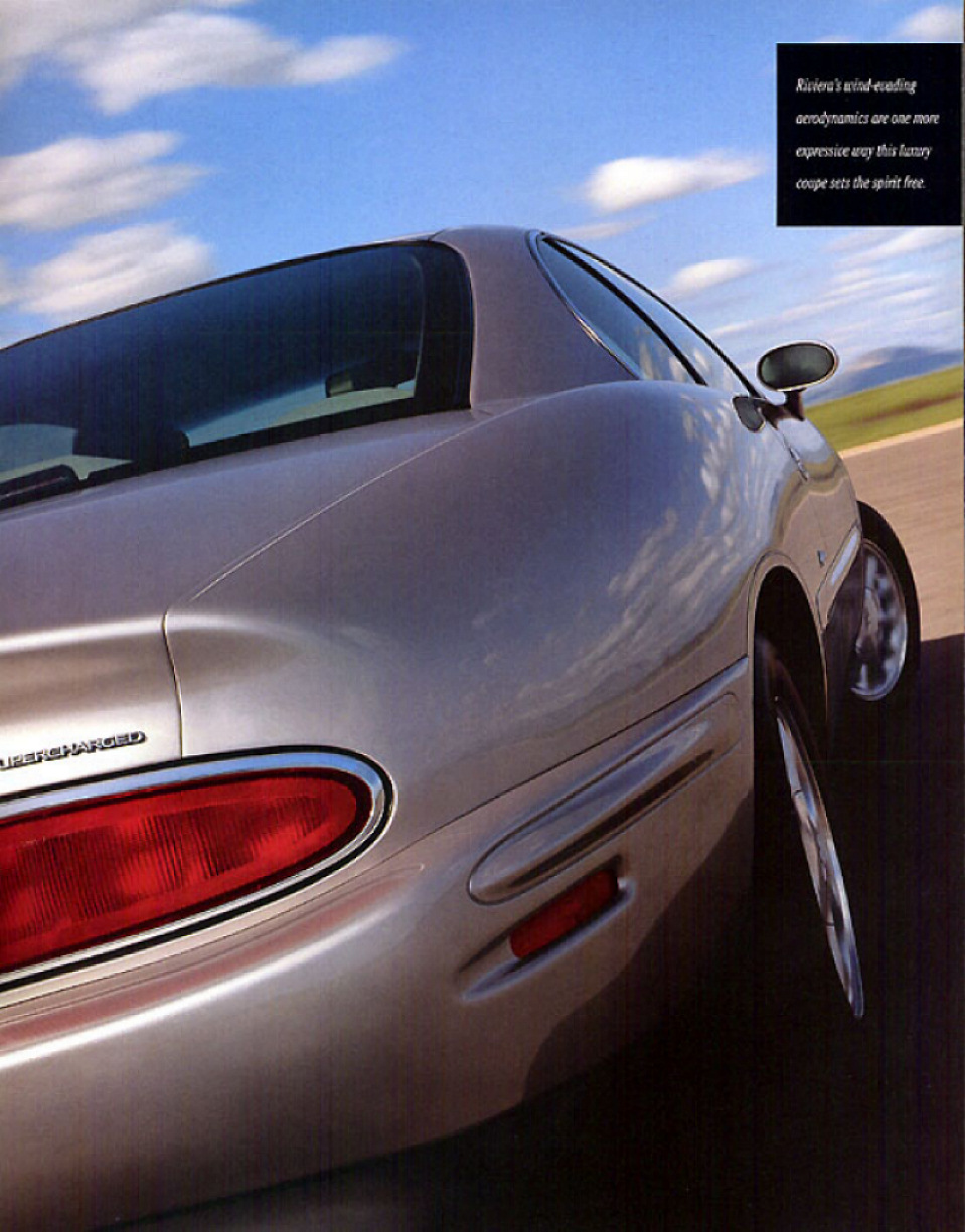
drive an ordinary car than forget a luncheon engagement. They recognize a *significant* milestone in premium automobile design and embrace it. The 1997 Riviera's *dramatic* design, structural integrity and confident *performance* are sure to be *irresistible* to the highly original and selective free spirits.

Designed To Make You Feel Special.

Riviera is one of those favored few premium automobiles that simply invite driving with no particular destination in mind. The sense of personal freedom is so strong, so comfortable, after sinking into the lumbar-supportive six-way seat, and turning on the quiet power of the 3800 Series II V6 (optional supercharged or standard normally aspirated), shortcuts are quickly dismissed from your intended



itinerary. The world's most spacious luxury coupe, the 1997 Riviera offers beautifully executed details and personal comforts that even the most privileged would describe as generous.



Riviera's wind-evading aerodynamics are one more expressive way this luxury coupe sets the spirit free.



The Regal

Style and a carefree attitude converge in a *premium* car that's so much fun to drive, could it possibly accommodate the needs of a family as well? The answer is found in Regal. Fulfilling the desire for



sleek styling, gratifying *performance* and consummate driving *pleasure* is only part of its unique appeal. Luxurious *comfort*, an abundant list of standard safety features and family room make Regal the *premier* alternative to any mid-size in its class. Regal by Buick — a beautiful reflection of your style.

The Fine Line Between Sport and Sedan.

Powerful V6 performance more than backs up Regal's aerodynamically stylish good looks—and the interior marries it all to luxurious comfort, family room, and an impressive list of amenities. The spacious cabin, with available leather seating surfaces in the primary seating areas, is a source of continuing pleasure. A world-class joy to drive, sport sedan enthusiasts will applaud many options



like a 205-horsepower engine, Gran Touring suspension that delivers an even more engaging road experience, and sophisticated audio systems to further amplify your elevated mood.



Inspiring performance flows from the powerful 3800 Series II V6 engine, standard on Regal GS and Limited.



The LeSabre

Have you ever wondered what goes into a *best seller*? You're about to find out. Of course, if you're a LeSabre owner, you already know. The 1997 LeSabre is ready to take its position as America's *favorite*



full-size car with its *powerful* 3800 Series II SFI V6 that provides effortless cruising for a family of six. Abundant *safety* features, luxurious *comfort*, detailed craftsmanship, spaciousness, remarkably *smooth* ride and a reputation for *quality*—read on, you'll find it's all best seller material.

American families needn't settle for anything less than the comforts of home when they take to the highways and streets. The 1997 LeSabre is a natural extension of their residence. Trips of any length are made enjoyable by legendary DynaRide® suspension, the smooth power of a proven 3800 V6 engine, generous six-passenger luxury, and LeSabre safety, convenience and comfort features. It's



family room, and so much more. With standard anti-lock brakes and reclining front seats, and options like a dual cassette/CD player, LeSabre families put peace of mind and contentment high on their list.

*Air bag inflation can cause severe injury or death to anyone too close to the bag. Be sure every occupant is properly restrained.



Safety, room and comfort all help make a best seller. LeSabre offers dual air bags as a standard feature, as do all 1997 Buicks.*



The Century

In the *all-new* 1997 Century, comfort extends well beyond the most spacious interior in its class and the elegant appointments. It's deeper than the quiet ride and body-sensitive seating. It's also found in the



feeling that this premium automobile will help simplify your existence. Uncomplicated *quality* and durability are its heritage and this Century's all-new styling, coupled with a *generous* listing of *features* and standard V6 engine, leaves little doubt that this is one very *satisfying* car for the well-informed.

One thing wasn't changed when the all-new Century was made better than ever: it has always made excellent sense to deliver a premium car for a reasonable price. Now, with four-wheel independent DynaRide® suspension, a more spacious interior and world-class body structure, the 1997 Century is the elegant comfort leader in its class, with a wealth of innovative features designed to appeal to





all your senses. Consider Battery Rundown Protection and a starter that won't grind if the key is turned while the engine is running. The sense of well-being Century offers makes perfect sense.



Century's micrometer door fit, triple door seals and precision side glass fit all work together to reduce wind noise.



The Skylark

How does the best standard-*equipped* car in its class get away with being *premium* in everything but price? Skylark owners find it a matter of the ideal balance of large measures of beauty and practicality.



Skylark exhibits a wealth of such seeming contrasts, making it more of a *value* than ever. A reputation for *quality* and comfort, striking good *looks*, and a high level of standard features such as anti-lock brakes, automatic power door locks and traction control—make Skylark a most attractive value.

Premium in Everything but Price.

When you slip behind the wheel of your new Skylark, you'll find much with which to be at ease. The seating seems as if it has been contoured just for you. Bold analog gauges are grouped for easy reading. Controls have been placed within easy reach. Adjust the standard TILT-WHEEL™ steering column and turn the key. A choice of powerful fuel-injected engines with up to 155 horsepower



springs quietly to life. Switch on the air conditioning. It's standard equipment. Rear-seat passengers even have their own heating and cooling ducts. The 1997 Skylark is one very comfortable decision.

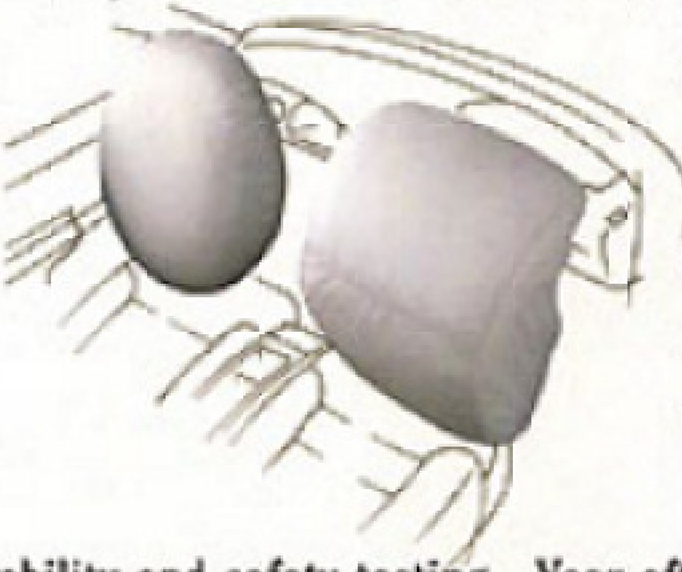


Skylark's contemporary design and fluid lines will attract your eye. Its performance will capture your heart.



The attention-getting instant alarm can be activated to flash lights and honk horn in case of emergency.

Safety Firsts. In 1924, GM and Buick established the world's first automotive



Standard on every Buick: driver and right front passenger air bags—two more comforting thoughts about safety.

Note: Air bag inflation can cause severe injury or death to anyone too close to the bag. Be sure every occupant is properly restrained.

proving grounds for durability and safety testing. Year after year, the commitment to

Braking performance and steering control on most slippery surfaces are enhanced by standard anti-lock brakes.



your safety, has only grown stronger. From air bags and anti-lock brakes to safety cage



Safety cage construction is designed to help preserve the integrity of the passenger compartment during impact.

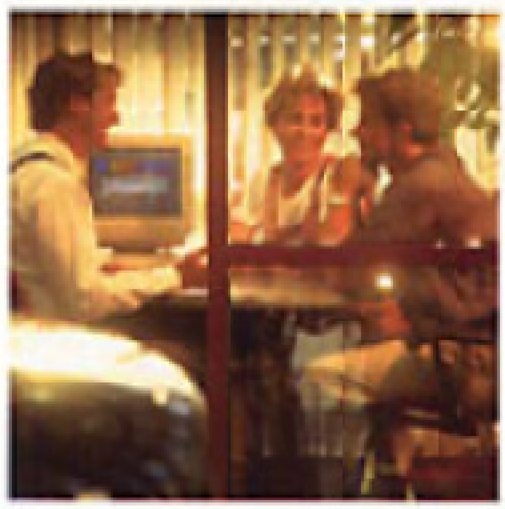
construction and crush zones, GM's leadership in innovative safety research should



Adult safety needs differ from children's—GM pioneered the use of a family of test dummies to evaluate the performance of Buick automobiles.

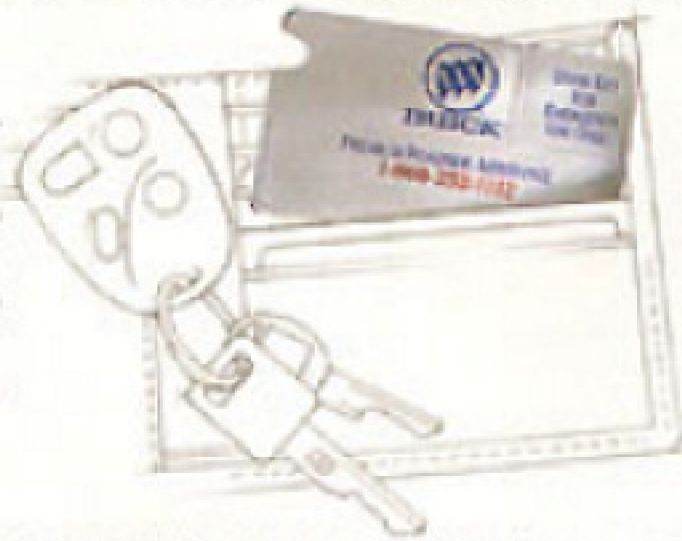
inspire confidence and contentment for owners of any Buick premium automobiles.

Quality Plus. Words are meaningless without the proper deeds behind them. The



You're going to find more than Buicks at your dealership. You're going to find quality from the start.

words Quality Plus have plenty of such reassuring backup. It all starts when you walk



Premium Roadside Service: the spare key container also contains a handy 800 number to call when in need of assistance.

through the door of any Buick dealership, and includes your Bumper to Bumper Warranty.*



Quality Plus Delivery assures your new Buick is ready to drive away, with all questions answered.

Buick is absolutely dedicated to offering great automobiles—and great customer



3-year or 36,000-mile (whichever comes first) Warranty repairs include Courtesy Transportation.**

*See dealer for details of this limited warranty and full details of this program.

relations to go with them. That way, you may always be a customer—a real plus, indeed.

Important: A word about this catalog. We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Buick dealer for complete details. Some models as shown may not be available in California, Idaho, Oregon and Washington.

A word about engines. Buicks are equipped with engines produced by different operating units of GM, its subsidiaries or GM suppliers worldwide.

A word about assembly of Buicks. Buicks are assembled by different operating units of General Motors, its subsidiaries or GM suppliers worldwide. Buicks incorporate thousands of components produced by different operating units of GM, its subsidiaries or GM suppliers worldwide. We sometimes find it necessary to produce Buicks with different or differently sourced components than originally scheduled. All such components have been approved for use in Buicks and will provide the quality performance associated with the Buick name. Since some options may be unavailable when your vehicle is assembled, we suggest you verify with your dealer that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

A word about updated service information. Buick regularly sends its dealers useful service bulletins about Buick products. Buick monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can receive these bulletins, too. Ask your dealer. For ordering information, call toll-free 1-800-551-4123.

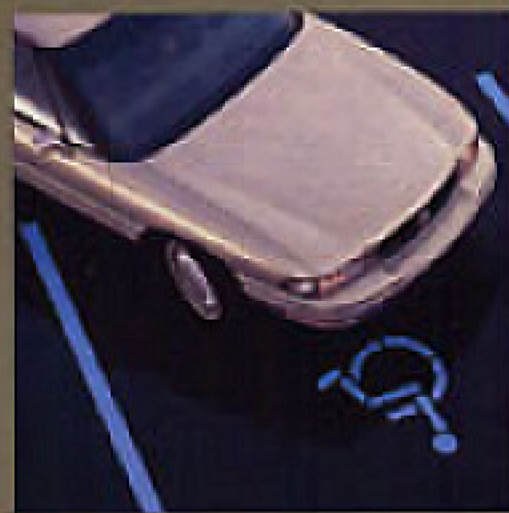
A word about warranty. The GM 3-year/36,000- mile (whichever comes first) Bumper to Bumper Warranty covers repairs for any new Buick, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (including tires) will be covered for 3 years or 36,000 miles, whichever comes first. See your Buick dealer for terms of this limited warranty. Supplemental Restraint System coverage is 3 years regardless of mileage.

The GM Card. For information or to apply for the GM Card or GM Gold Card, call 1-800-8GM-CARD.

Buick product information. Call 1-800-4A-BUICK.



The GM Card is one of a kind. Not only is it convenient for day-to-day purchases, it can also help you buy your next Buick.



A $1,000 reimbursement is available through the GM Mobility Program for disabled drivers desiring specially equipped Buicks. Call 1-800-323-9935.

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Merch. No. 97 BA 309
Printed in U.S.A. 160m

